



KNXV

## ORDER

Print Date 07/02/12

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Flight Dates 07/10/12-07/15/12

**KNXV-TV  
PHOENIX**

Contract / Revision 303222 /

Original Date / Revision

07/02/12 07/02/12

Advertiser **Flake / Republican / US Sena**Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

Flake for Senate

Agency Com 15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 709715

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	61	\$32,448.75	\$38,175.00	0.00	06/25/12	07/15/12	61	\$32,448.75	\$38,175.00
Totals	61	\$32,448.75	\$38,175.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	KNXV	07/10/12	07/13/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	-1121--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1121--		5				\$225.00		0.00			
2	KNXV	07/15/12	07/15/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S		1				\$100.00		0.00			
E 3	KNXV	07/10/12	07/11/12		CM	6pm-630pm	-11----	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00



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**KNXV-TV  
PHOENIX**Contract / Revision **303222** Flight Dates **07/10/12-07/15/12**

Hiatus Dates

Original Date / Revision 07/02/12/ 07/02/12

Order Sep 00:20:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**Estimate # **709715**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 5pm-630pm M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-11----					2	\$250.00		0.00			
4	KNXV	07/10/12	07/12/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-1---	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1-1---					2	\$250.00		0.00			
E 5	KNXV	07/10/12	07/11/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-11----	:30	2	\$600.00	P-6	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-11----					2	\$600.00		0.00			
E 6	KNXV	07/10/12	07/13/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-1121--	:30	5	\$500.00	P-6	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1121--					5	\$500.00		0.00			
7	KNXV	07/14/12	07/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S-					1	\$250.00		0.00			
E 9	KNXV	07/11/12	07/11/12	Wednesday Prime C Primetime Live	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	--W----					1	\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KNXV	07/09/12-07/15/12	Wednesday Prime C		9pm-10pm	--W-----	:30		(\$1,000.00)		0.00	NM		
		See MG 9.2													
		[NA no time available. Last in/ Need double the rate to clear. jtaylor 6/28/12]													
	2	KNXV	07/11/12-07/11/12	Wednesday Prime C		9pm-10pm	--W-----	:30		\$2,000.00		0.00	NM		
		Ⓜ MG for 9.1 07/11													
E 11	KNXV	07/10/12	07/13/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-3333--	:30	12	\$150.00	P-6	0.00	NM	12	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-3333--					12	\$150.00		0.00			
12	KNXV	07/15/12	07/15/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S					1	\$150.00		0.00			
E 13	KNXV	07/10/12	07/13/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-1211--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1211--					5	\$200.00		0.00			
E 14	KNXV	07/10/12	07/13/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--111--	:30	3	\$250.00	P-6	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	--111--					3	\$250.00		0.00			
15	KNXV	07/10/12	07/13/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:30	3	\$250.00	P-6	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1-11--					3	\$250.00		0.00			
E 16	KNXV	07/10/12	07/15/12		CM	1035pm-1102pm	-1222--	:30	7	\$200.00	P-6	0.00	NM	7	\$1,400.00



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Contract / Revision 303222 Flight Dates 07/10/12-07/15/12

Hiatus Dates

Original Date / Revision 07/02/12/ 07/02/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 709715

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 1035pm-1102pm Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	-1222--					7	\$200.00		0.00			
17	KNXV	07/10/12	07/13/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-1-11--	:30	3	\$600.00	P-6	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	-1-11--					3	\$600.00		0.00			
18	KNXV	07/14/12	07/14/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	-----S-					1	\$250.00		0.00			
19	KNXV	07/15/12	07/15/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	-----S					1	\$600.00		0.00			
20	KNXV	07/10/12	07/10/12	Tuesday Prime C Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	-T-----					1	\$1,500.00		0.00			
E 21	KNXV	07/11/12	07/11/12	Wednesday Prime B Wednesday Prime B	CM	8pm-9pm	--W----	:30	2	\$2,500.00	P-6	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	--W----					2	\$2,500.00		0.00			
E 22	KNXV	07/12/12	07/12/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	---T---					1	\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/09/12-07/15/12		Thursday Prime B		8pm-9pm	---Th----	:30		<del>(\$1,500.00)</del>		0.00	NM		
See MG 22.2															
[NA no time available. Rate, jtaylor 6/28/12]															
2	KNXV	07/12/12-07/12/12		Thursday Prime B		8pm-9pm	---Th----	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 22.1 07/12															
E 24	KNXV	07/15/12	07/15/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	-----S					1	\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/09/12-07/15/12		Sunday Prime B		7pm-8pm	-----Su	:30		<del>(\$1,500.00)</del>		0.00	NM		
See MG 24.2															
[NA. No time available. need p3 to clear. jtaylor 6/28/12]															
2	KNXV	07/15/12-07/15/12		Sunday Prime B		7pm-8pm	-----Su	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 24.1 07/15															
E 25	KNXV	07/15/12	07/15/12	Sunday Prime 8-10pm Sunday Prime 8-10p	CM	8-10pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	-----S					1	\$1,500.00		0.00			



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**KNXV-TV  
PHOENIX**Contract / Revision **303222** Flight Dates **07/10/12-07/15/12**

Hiatus Dates

Original Date / Revision 07/02/12/ 07/02/12

Order Sep 00:20:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**Estimate # **709715**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 25	KNXV	07/15/12	07/15/12	Sunday Prime 8-10pm	CM	8-10pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$5,000.00
				Sunday Prime 8-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S		1				\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/09/12-07/15/12		Sunday Prime 8-10pm		8-10pm	-----Su	:30		<del>(\$1,500.00)</del>		0.00	NM		
		See MG 25.2													
		[NA. No time available. rate. jtaylor 6/28/12]													
2	KNXV	07/15/12-07/15/12		Sunday Prime 8-10pm		8-10pm	-----Su	:30		\$5,000.00		0.00	NM		
		Ⓜ MG for 25.1 07/15													
													Totals	61	\$38,175.00

\*Tax 1 Note: Tax 0.5%.